

Classical/Operant Conditioning Film Clip/Paper

Please do **one** of the following assignments. You may work in a group of three or less.

A. Make a short film clip advertising a brand of soap or a car or type of food. The film clip will be played to the class using technology I have in my classroom or you bring in. Use the principles of classical (Pavlovian) conditioning to advertise this product. You must also include a paper that

- lists group members' names
- lists a *specific* description of what each group member did on this project
- identifies the hoped for unconditioned stimulus, unconditioned response, conditioned stimulus and conditioned response

B. My cat tends to claw furniture, ignore me when I call for him, fight with other cats, and drag dead mice and birds in the house. I need the cat to leave my furniture alone, come when I call, stay away from other cats, and keep hunted prey outside. Produce a detailed conditioning plan that will accomplish my needs for each of these behaviors. Be sure to address at least the following concepts in your conditioning plan: *shaping, extinction, partial reinforcement schedules, instinctive drift, positive and negative reinforcement, and positive and negative punishment.*

C. Respond to BF Skinner's writings on freedom (from *Beyond Freedom and Dignity*). Taking examples from life, write a well-considered, edited two-page paper, proving Skinner's thesis to be correct or incorrect.